

How a Musician's Bright Idea Revolutionized the Fountain Pen Industry



PENCILS
Moore's
SUPER-BILT
PENS

Marking a Quarter-Century of Achievement

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SCRATCH, scratch, splutter—"Confound this pen!"

Disgustedly the speaker tossed his fountain pen into the ash tray and gazed angrily at a great black blotch of ink square in the middle of the music score on his desk.

"A whole afternoon's work ruined—and this is the 'steenth fountain pen I've bought! I don't believe there's such a thing made as a fountain pen that *really won't leak*. But, by George, I think I know how it could be done! Why not *cork* it—just like a bottle?"

That was the brilliant idea which one afternoon over twenty-five years ago flashed across an obscure musician whose scores had been repeatedly blotted by leaky fountain pens of various makes. It was an inspiration from which sprang a revolutionary change in the fountain pen industry.

It remained for more practical minds than his, however, to put into workable shape the crude inven-

vention which he produced after much labor. An experienced optical salesman, Mr. W. F. Cushman, saw the new pen, quickly perceived the wonderful possibilities latent in it, and secured an interest in the patent. He succeeded in interesting a prominent Boston stationer, Mr. Walter F. Cushing, who agreed to improve and finance the pen.

Under the able guidance of Mr. Cushing and the mechanical experts he engaged there emerged from obscurity and burst into startling prominence on the fountain pen horizon an epoch-making invention in the history of writing instruments—Moore's Non-Leakable Fountain Pen.

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Growing on Merit**

Since 1900 the Moore has led the way as a highly scientific writing instrument embodying the latest *worth-while* mechanical improvements. Others have come and gone with short-lived devices and passing fads loudly heralded as making "wonder pens," but Moore has forged steadily ahead in the path of *sound* scientific progress.

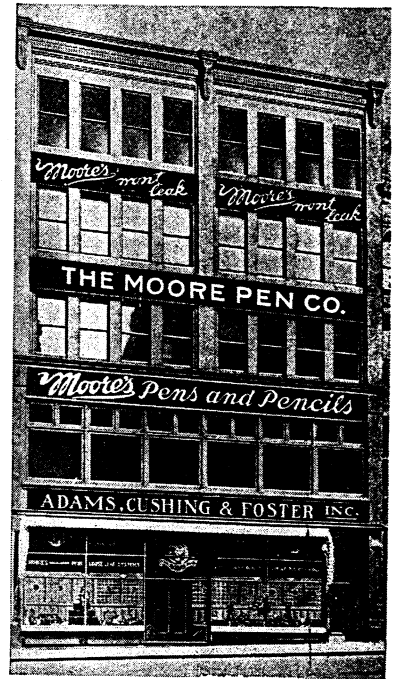
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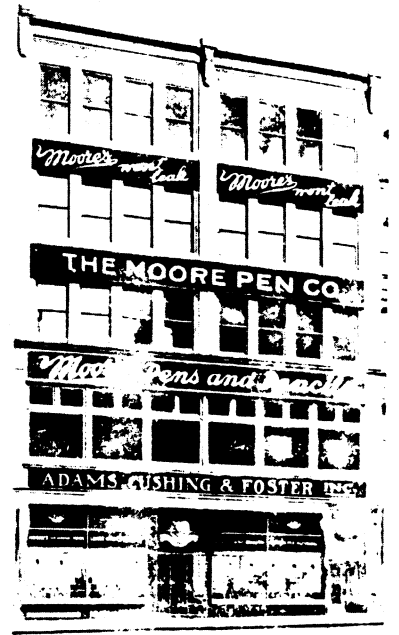
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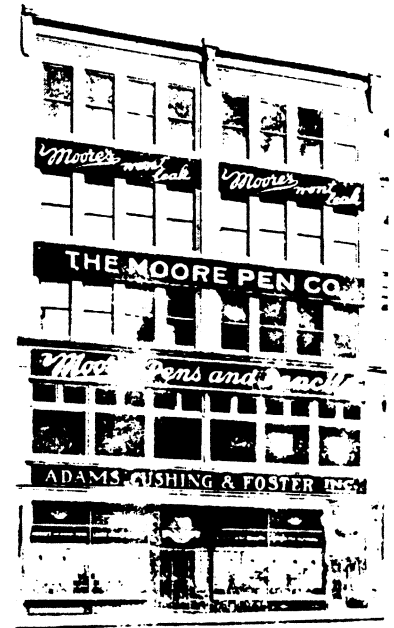
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